

EFFECTIVE OUTREACH TECHNIQUES

Leadership Training Series - Citizens Committee for New York City

EFFECTIVE OUTREACH TECHNIQUES

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SURVEYS

1. Surveys are a key way to bring new members into the organization as well as to increase the participation of current members. There are many ways to use surveys to get information and ideas from members so your organization can be truly representative of the community and its concerns.
2. Use a survey when you are just getting started. Before your first general meeting distribute a survey to residents to find out what issues are important to them and what direction they want the group to take.
3. Taking a survey door to door is always better than putting it in someone's mailbox and waiting for a response. Going door to door with your survey will give people a chance to get to know association members face to face and, as is usually the case with personal contact, will make prospective members feel that you care about their input and ideas.
4. Distribute a survey at meetings and make it available at membership drives. The more you know about what issues concern the community, the more you can gear your work towards those issues and ensure greater participation.
5. When developing a survey, keep in mind the information you want to get from community residents:
 - What are the most important issues in the community?
 - What are the issues around which people will be willing to put in work?
 - What kinds of skills do people have?
 - What are the best meeting times and locations?
 - What are people's work schedules like?
 - What is the age, racial and economic make up of the community?

(These are just starter questions. Brainstorm and come up with others that fit your community)

ATTACHMENT D

SAMPLE SURVEY FOR BLOCK ASSOCIATIONS

NAME: _____ # IN HOUSEHOLD: _____
ADDRESS: _____ PHONE: _____ (EVE): _____
OCCUPATION: _____

1. How long have you lived on this block? _____
2. Do you find the block attractive? _____ Unattractive? _____ Neither _____
3. Do you find the block safe? _____ Dangerous? _____ Neither _____
4. Would you be willing to work with your neighbor to:
 - a) plant some trees and flowers? _____
 - b) make the block safer? _____
 - c) make the block cleaner? _____
 - d) paint an outdoor wall mural? _____
 - e) improve the lighting on the block? _____
 - f) organize a block social event? _____
 - g) improve city services on the block? _____
 - h) write a block newsletter? _____
 - i) other (please specify) _____
5. Do you have a skill that would be useful to the block association, such as carpentry, painting, writing, typing, designing, photography, working with electricity, being an organizer, fund-raiser, pep-talker, other? (specify) _____
6. Would you be willing to serve on a "steering committee" for the block association? _____ or, as the contact for your building _____
7. Are you interested in developing block-based services for homebound elderly _____; childcare cooperatives _____; single parent groups _____; housing clinics _____; youth recreation _____; adult recreation _____; food co-ops _____; dog-walking and pet-sitting cooperatives _____; intergenerational recreation _____; other _____?
8. Do you have any other suggestions for improving our block? _____

BLOCK ASSOCIATION SURVEY

| | <u>Low Priority</u> | <u>Some what of a Priority</u> | <u>High Priority</u> |
|---------------------------|---------------------|--------------------------------|----------------------|
| <u>Crime</u> | | | |
| Rape | _____ | _____ | _____ |
| Burglary | _____ | _____ | _____ |
| Robbery | _____ | _____ | _____ |
| Drug Abuse | _____ | _____ | _____ |
| Auto Theft | _____ | _____ | _____ |
| Abuse | _____ | _____ | _____ |
| Vagrancy | _____ | _____ | _____ |
| <u>Sanitation</u> | | | |
| Abandoned Cars | _____ | _____ | _____ |
| Vacant Lots | _____ | _____ | _____ |
| Rat Infestation | _____ | _____ | _____ |
| Garbage Pick Up | _____ | _____ | _____ |
| Lack of Garbage Cans | _____ | _____ | _____ |
| <u>Lighting</u> | | | |
| Street Lights | _____ | _____ | _____ |
| Signal Lights | _____ | _____ | _____ |
| <u>Buildings</u> | | | |
| Building Demolition | _____ | _____ | _____ |
| Building Seal Up | _____ | _____ | _____ |
| Building Code Enforcement | _____ | _____ | _____ |
| <u>Education</u> | | | |
| Illiteracy | _____ | _____ | _____ |
| Counseling | _____ | _____ | _____ |
| Teenage Pregnancy | _____ | _____ | _____ |
| <u>Elderly</u> | | | |
| Loneliness | _____ | _____ | _____ |
| Meals on Wheels | _____ | _____ | _____ |
| <u>General</u> | | | |
| Block Party | _____ | _____ | _____ |
| Unemployment | _____ | _____ | _____ |
| Public Assistance | _____ | _____ | _____ |

| | <u>Low Priority</u> | <u>Some what of a Priority</u> | <u>High Priority</u> |
|---------------------|---------------------|--------------------------------|----------------------|
| <u>General</u> | | | |
| Loud Noise | _____ | _____ | _____ |
| Pot Holes | _____ | _____ | _____ |
| Stop Signs | _____ | _____ | _____ |
| Sewers | _____ | _____ | _____ |
| Lack of Trees | _____ | _____ | _____ |
| Parking Regulations | _____ | _____ | _____ |
| Green Thumb | _____ | _____ | _____ |
| Sidewalks | _____ | _____ | _____ |
| Transportation | _____ | _____ | _____ |

Other (specify) _____

BLOCK ORGANIZING SURVEY

1. How important is this block to you?

| | | | |
|-----------------------|----------------------------|----------------|------------------------|
| 1 Not Important | 2 Slightly Important | 3 Important | 4 Very Important |
|-----------------------|----------------------------|----------------|------------------------|

2. In your opinion, what is the single biggest problem on your block? (Be specific.)

3. What are other major problems on your block?

4. Do you know anybody or any group that has tried to deal with one of these problems?

Yes _____ No _____

5. Is there anybody on this block that you or others go to when there is some problem like improving city services (light, garbage pickup, etc.)?

Yes _____ No _____

If yes, who? _____

6. Is there anybody on the block that seems knowledgeable about city government or neighborhood?

7. Is there or has there been a block association on this block?

Yes _____ No _____

Who are/were the leaders? _____

8. Do you think if people on this block were to work together they could deal with the problems of (answer to question 2 or other identified problems)? Yes _____ No _____

Yes or No, Why? _____

9. If we were to hold a meeting of your neighbors to deal with this problem, would you attend?

Yes _____ No _____

10. Where do you think would be the best place to hold this meeting? (in someone's home; on the street; in a church, community center, etc...)

11. Do you prefer to come to a meeting on a weekday evening or during the weekend?

FLIERS AND LEAFLETS

1. Easy to read: (legible and clear so everyone can understand)
2. Eye-catching: Use drawings or graphics if you or someone in the organization is artistic
3. Understandable: (Bilingual if necessary)
4. Factual
5. Contains date, time and place of meeting or event
6. Contains phone numbers of persons to contact for information (when appropriate)
7. Short and Sweet -- people have a tendency to toss fliers into the trash and will not read a lot of excess words.
8. Use local resources for printing and copying: Copy shops may print your fliers at no charge in exchange for free advertising space in your newsletter. Ask members if they have access to a copy machine at work.
9. Remember: If the flier is an announcement for a meeting, include the agenda on your flier. This will let people know what to expect and spark interest.

Sample Flier



WPA:1/28/79

THE THEATRE WILL FALL!

Tell ROBERT NAIPY, Chairman of United Artist Theatre Corporation, to tear his building down!

WHEN: Wednesday Night, Feb. 14, 1979
TIME: 7:30 PM
WHERE: St. Giobellis Church
328 Main St. - Fruitvale
(use Anne Street Entrance)

For More Information Call:

Fran Matterese 555-1211
or
Oakland Community Org. 555-6344

YOUR NEIGHBORS CARE, DO YOU?

Sponsored by the Fruitvale Theatre Coalition, a member group
of the Oakland Community Organization

Purpose of Meeting - Visual
 Clear, Action Statement
 Explanation
 Identification Block
 Contact Information
 Name of Organization

CLEAN UP

9TH st.

BLOCK ASSOCIATION MEETING

at P.S. 122 Corner 9th and 1st ave

SEPT. 15 at 7:30 P.M. (WED.)

SWEEP UP SEPT 25 (SAT.)

12:00 noon to 4:00PM



Artist: Joe Esposito

Use this space for
additional information

BLOCK ASSOCIATION

MEETING

MONDAY, DEC. 6, 7:30 PM.
at the Boys Club, 10th St + Ave A

NEW MEETING PLACE



Mailing address:
11th St, Ave A, Block Ass'n, c/o Day Care Center,
150 1st Ave., New York
10003